

Message Text

UNCLASSIFIED

PAGE 01 BOGOTA 10478 141617Z

73

ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-07 USIA-15 /033 W

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R 132031Z OCT 76

FM AMEMBASSY BOGOTA

TO SECSTATE WASHDC 7809

INFO AMCONSUL CALI

AMCONSUL MEDELLIN

AMCONSUL BARRANQUILLA

UNCLAS BOGOTA 10478

E.O. 11652: N/A

TAGS: BEXP, CO

SUBJECT: COUNTRY COMMERCIAL PROGRAM: REVIEW OF TRANSITION
QUARTER OF FY 1976

1. ALL MAJOR COMMERCIAL ACTIVITIES SCHEDULED FOR THE TRANSITION QUARTER WERE PERFORMED AS PLANNED.
2. THE HIGHLIGHT OF MISSION COMMERCIAL ACTIVITY DURING THE QUARTER WAS THE HIGHLY SUCCESSFUL PARTICIPATION IN THE XI BOGOTA INTERNATIONAL FAIR WHICH RAN FROM JULY 10 TO 25. ORGANIZED AND MANAGED BY MISSION PERSONNEL, THE U.S. PAVILION OCCUPIED FIVE LEVELS OF THE NEWEST EXHIBITION BUILDING AT THE FAIR, AND PROVIDED SPACE FOR 112 U.S. EXHIBITORS INSIDE PLUS AN ADDITIONAL 13 EXHIBITORS WITH DISPLAYS OUTSIDE THE BUILDING. SALES CONCLUDED DURING THE FAIR EXCEEDED \$2.5 MILLION AND ANTICIPATED SALES DURING THE NEXT TWELVE MONTHS ARE ESTIMATED AT \$20 MILLION.
SANCHEZ

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Message Attributes

Automatic Decaptioning: X
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Decaption Note:
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Disposition Approved on Date:
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Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
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Disposition Remarks:
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